Claims

[c1]   A method of obtaining demographic information relating to the use of a
         distributable skin, the method comprising the steps of:
         establishing a demographic data store;
         retrieving an array of demographic information responsive to the registration of
         a skinable client-side application;
         storing the array in the data store;
         responsive to a use of the skin on the application, establishing a data
         connection between the data store and the application; and
         updating the array to reflect the use of the skin.

[c2]   The method of claim 1 further comprising the steps of:
         aggregating a plurality of arrays which reflect the use of the skin; and
         resolving a common demographic profile associated with the skin.

[c3]   The method of claim 1 further comprising the steps of sending demographically
         targeted content to the application responsive to the use of the skin.

[c4]   The method of claim 1 further comprising:
         establishing a conference system, the system having a plurality of conference
         areas;
         establishing a conference feature communicatively coupled to the application;
         associating at least one predetermined conference area with the use of the skin.

[c5]   The method of claim 4, further comprising the step of defaulting to the at least
         one predetermined conference area responsive to an execution of the
         conference feature and the use of the skin.

[c6]
         A method of obtaining demographic information relating to the use of a
         distributable skin, the method comprising the steps of:
         establishing a client-side skin monitoring application adapted to detect the
         presence of at least one skin on a client-side computing device;
         establishing a demographic data store communicatively coupled to the client-
         side skin monitoring application;

establishing an identity of at least one skin on the client-side computing device through the client-side skin monitoring application; and

transmitting the identity of the at least one skin to the demographic data store.

[c7] The method of claim 6 wherein the at least one skin is enabled on a third-party skinable application.8. The method of claim 6 further comprising the step of monitoring internal operating system messaging to detect the presence of the at least one skin.

[c8] The method of claim 6 further comprising the step of scanning at least one client-side storage device to detect the presence of the least one skin.

[c9] The method of claim 9 further comprising the step of preselecting an array of file directories to scan for the at least one skin.

[c10] A method of obtaining anonymous demographic information relating to the use of a distributable skin, the method comprising the steps of:

establishing a demographic data store;

retrieving an anonymous identifier responsive to the registration of a skinable client-side application;

storing the anonymous identifier in the data store;

responsive to a use of the skin on the application, establishing a data connection between the data store and the application; and

updating the anonymous identifier to reflect the use of the skin.

[c11] The method of claim 11 further comprising the steps of:

predefining a demographic profile for the skin based on the aesthetic qualities of the skin; and

associating the demographic profile with the anonymous identifier.

[c12] The method of claim 11 further comprising the steps of sending demographically targeted content to the application responsive to the use of the skin.

[c13]

The method of claim 11 further comprising:

establishing a conference system, the system having a plurality of conference areas;

establishing a conference feature communicatively coupled to the application;

associating at least one predetermined conference area with the use of the skin; and

The method of claim of 14, further comprising the step of defaulting to the at least one predetermined conference area responsive to an execution of the conference feature and the use of the skin.

[c14]   A method of authoring a skin with embedded demographic information, the method comprising:

establishing a predetermined specification for arranging an array of content media encapsulated within the skin;

establishing a intended demographic target of the skin based on the array of content media;

associating a remotely retrievable identifier with the intended demographic target; and

storing the identifier in the skin.

[c15]   The method of claim 16 further comprising the step of embedding intellectual property rights data into the skin.

[c16]   A computer program product authoring a skin file with embedded demographic information comprising:

a computer-readable medium;

an authoring module stored on the medium, that arranges an array of content media according to a predetermined specification of the skin; and

a demographic profile module communicatively coupled to the authoring module to store an identifier associated with an intended demographic target of the skin based on the array of content media.

[c17]   The computer program product of claim 18 further comprising a digital rights module communicatively coupled to the authoring module to embed intellectual property rights data into the skin file.20. A method of obtaining demographic

information relating to the use of a distributable skin, the method comprising the steps of:

establishing a demographic data store;

retrieving an array of demographic information responsive to the registration of a skinable client-side application;

storing the array in the data store;

responsive to a use of the skin on the application, establishing a data connection between the data store and the application;

updating the array to reflect the use of the skin;

sending demographically targeted content to the application responsive to the use of the skin;

aggregating a plurality of arrays which reflect the use of the skin; and

resolving a common demographic profile associated with the skin.